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What is Claimed Is:

1. A method of treating the common cold or respiratory viral infection caused by human rhinovirus (HRV), other enteroviruses, coronavirus, influenza virus, parainfluenza virus, respiratory syncytial virus, or adenovirus in a human in need thereof which method comprises administering to said human an effective amount of a CBSP/p38 inhibitor.
2. The method according to Claim 1 wherein the respiratory viral infection exacerbates asthma.
3. The method according to Claim 1 wherein the respiratory viral infection exacerbates chronic bronchitis.
4. The method according to Claim 1 wherein the respiratory viral infection exacerbates chronic obstructive pulmonary disease.
5. The method according to Claim 1 wherein the respiratory viral infection exacerbates otitis media.
6. The method according to Claim 1 wherein the respiratory viral infection exacerbates sinusitis.
7. The method according to Claim 1 wherein the respiratory viral infection is associated with a secondary bacterial infection, such as otitis media, sinusitis, or pneumonia.
8. The method according to any one of Claims 1 to 7 wherein the CSBP/p38 inhibitor is administered with a second therapeutic agent.
9. The method according to Claim 8 wherein the second therapeutic agent is an antiviral agent selected from ribavirin, amantidine, rimantidine, Pleconaril, AG 7088 or BTA-188; an antihistamine; a decongestant; a steroid; an antibiotic; an anti-inflammatory agent selected from an NSAID, a COX-1 or COX-2 inhibitor, ASA, or indomethacin; an influenza neuraminidase inhibitor selected from zanamivar (Relenza), oseltamivir (Tamiflu) or RWJ-270201.

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10. The method according to any one of Claims 1 to 7 wherein the therapeutic agent is administered orally, topically (intranasal) or via inhalation (aerosol), or both topically and via inhalation.
11. The method according to Claim 10 wherein the CSBP/p38 inhibitor is administered with a second therapeutic agent.
- 10 12. The method according to Claim 11 wherein the second therapeutic agent may be administered by a different route than the CSBP/p38 inhibitor.
- 15 13. The method according to Claim 12 wherein the second therapeutic agent is an antiviral agent ribavirin, amantidine, rimantidine, Pleconaril, AG 7088, BTA-188; an antihistamine; a decongestant; a steroid; an antibiotic; an anti-inflammatory agent selected from an NSAID, a COX-1 or COX-2 inhibitor, ASA, or indomethacin; or an influenza neuraminidase inhibitor selected from zanamivar (Relenza), oseltamivir (Tamiflu) or RWJ-270201.
- 20 14. The method according to Claim 1 wherein the CSBP/p38 inhibitor is selected from a compound disclosed in US Patent 5,716,972, US 5,686,455, US 5,656,644, US 5,593,992, US 5,593,991, US 5,663,334, US 5,670,527, US 5,559,137, 5,658,903, US 5,739,143, US 5,756,499, US 5,716,955, WO 98/25619, WO 97/25048, WO 99/01452, WO 97/25047, WO 99/01131, WO 99/01130, WO 97/33883, WO 97/35856, WO 97/35855, WO 98/06715, WO 25 98/07425, WO 98/28292, WO 98/56377, WO 98/07966, WO 99/01136, WO 99/17776, WO 99/01131, WO 99/01130, WO 99/32121, WO 00/26209, WO 99/58502, WO 99/58523, WO 99/57101, WO 99/61426, WO 99/59960, WO 99/59959, WO 00/18738, WO 00/17175, WO 99/17204, WO 00/20402, WO 99/64400, WO 00/01688, WO 00/07980, WO 00/07991, WO 30 00/06563, WO 00/12074, WO 00/12497, WO 00/31072, WO 00/31063, WO 00/23072, WO 00/31065, WO 00/35911, WO 00/39116, WO 00/43384, WO 00/41698, WO 97/36587, WO 97/47618, WO 97/16442, WO 97/16441, WO 97/12876, WO 98/7966, WO 98/56377, WO 98/22109, WO 98/24782, WO 98/24780, WO 98/22457, WO 98/52558, WO 98/52941, 35 WO 98/52937, WO 98/52940, WO 98/56788, WO 98/27098, WO 99/00357, WO 98/47892, WO 98/47899, WO 99/03837, WO 99/01441, WO 99/01449, WO 99/03484, WO 95/09853, WO 95/09851, WO 95/09847, WO 95/09852,

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WO 92/12154, WO 94/19350, WO 99/15164, WO 98/50356, DE 19842833,
or JP 2000 86657.

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15. The method according to claim 1 or 14 wherein the compound is 1-(1,3-Dihydroxyprop-2-yl)-4-(4-fluorophenyl)-5-(2-phenoxyimidazole-4-yl)imidazole, or a pharmaceutically acceptable salt thereof.
- 10 16. The method according to claim 1 or 14 wherein the compound is *trans*-1-(4-Hydroxycyclohexyl)-4-(4-fluorophenyl)-5-[(2-methoxy)pyrimidin-4-yl]imidazole; 1-(4-Piperidinyl)-4-(4-fluorophenyl)-5-(2-methoxy-4-pyrimidinyl)imidazole; or (4-Fluorophenyl)-2-(4-methylsulfinylphenyl)-5-(4-pyridyl)-imidazole.
- 15 17. The method according to Claim 1 or 14 wherein the compound is VX-745, RWJ 67657, RWJ-68354, ZM 336372, SU 4984 or RPR-200765A.
18. A method of treating the influenza induced pneumonia in a human in need thereof which method comprises administering to said human an effective amount of a CBSP/p38 inhibitor.
- 20 19. The method according to Claims 18 wherein the CSBP/p38 inhibitor is administered with a second therapeutic agent.
- 25 20. The method according to Claim 19 wherein the second therapeutic agent is an antiviral agent ribavirin, amantidine, rimantidine, Pleconaril, AG 7088, BTA-188; an antihistamine; a decongestant; a steroid; an antibiotic; an anti-inflammatory agent selected from an NSAID, a COX-1 or COX-2 inhibitor, ASA, or indomethacin; or an influenza neuraminidase inhibitor selected from zanamivar (Relenza), oseltamivir (Tamiflu) or RWJ-270201.
- 30 21. The method according to Claim 18 wherein the therapeutic agent is administered orally, topically (intra~~n~~asal) or via inhalation (aerosol), or both topically and via inhalation.
- 35 22. The method according to Claim 21 wherein a second therapeutic agent may be administered by a different route than the CSBP/p38 inhibitor.

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The method according to any one of Claims 18 to 22 wherein the CSBP/p38 inhibitor is selected from a compound disclosed in US Patent 5,716,972, US 5,686,455, US 5,656,644, US 5,593,992, US 5,593,991, US 5,663,334, US 5,670,527, US 5,559,137, 5,658,903, US 5,739,143, US 5,756,499, US 5,716,955, WO 98/25619, WO 97/25048, WO 99/01452, WO 97/25047, WO 99/01131, WO 99/01130, WO 97/33883, WO 97/35856, WO 97/35855, WO 98/06715, WO 98/07425, WO 98/28292, WO 98/56377, WO 98/07966, WO 99/01136, WO 99/17776, WO 99/01131, WO 99/01130, WO 99/32121, WO 00/26209, WO 99/58502, WO 99/58523, WO 99/57101, WO 99/61426, WO 99/59960, WO 99/59959, WO 00/18738, WO 00/17175, WO 99/17204, WO 00/20402, WO 99/64400, WO 00/01688, WO 00/07980, WO 00/07991, WO 00/06563, WO 00/12074, WO 00/12497, WO 00/31072, WO 00/31063, WO 00/23072, WO 00/31065, WO 00/39116, WO 00/43384, WO 00/41698, WO 97/36587, WO 97/47618, WO 97/16442, WO 97/16441, WO 97/12876, WO 98/7966, WO 98/56377, WO 98/22109, WO 98/24782, WO 98/24780, WO 98/22457, WO 98/52558, WO 98/52941, WO 98/52937, WO 98/52940, WO 98/56788, WO 98/27098, WO 99/00357, WO 98/47892, WO 98/47899, WO 99/03837, WO 99/01441, WO 99/01449, WO 99/03484, WO 95/09853, WO 95/09851, WO 95/09847, WO 95/09852, WO 92/12154, WO 94/19350, WO 99/15164, WO 98/50356, DE 19842833, or JP 2000 86657.

24. The method according to claim 18 wherein the compound is 1-(1,3-Dihydroxyprop-2-yl)-4-(4-fluorophenyl)-5-(2-phenoxy-pyrimidin-4-yl)imidazole, or a pharmaceutically acceptable salt thereof.

25. The method according to claim 18 wherein the compound is *trans*-1-(4-Hydroxycyclohexyl)-4-(4-fluorophenyl)-5-[(2-methoxy)pyrimidin-4-yl]imidazole; 1-(4-Piperidinyl)-4-(4-fluorophenyl)-5-(2-methoxy-4-pyrimidinyl)imidazole; or (4-Fluorophenyl)-2-(4-methylsulfinylphenyl)-5-(4-pyridyl)-imidazole.